least some of said <u>plurality of remote</u> display devices are coupled to the network via
a̶n̶ ̶a̶s̶s̶o̶c̶i̶a̶t̶e̶d̶ the remote server, the a̶s̶s̶o̶c̶i̶a̶t̶e̶d̶ remote server being capable of
distributing the advertising content [[data]] to the a̶s̶s̶o̶c̶i̶a̶t̶e̶d̶ <u>at least some of said</u>
<u>plurality of remote</u> display devices for display in accordance with the scheduling
data.

4. (Currently Amended) The system recited in claim [[2]] <u>3</u>, wherein [[each]]
<u>the</u> remote server provides security between the a̶s̶s̶o̶c̶i̶a̶t̶e̶d̶ <u>at least some of said</u>
<u>plurality of</u> remote display devices and the network.

5. (Previously Presented) The system recited in claim 1, and further
comprising a user interface coupled to the network for allowing a user to input and/or
modify at least one of the scheduling data and the advertising content.

6. (Previously Presented) The system recited in claim 1, wherein the
scheduling data is stored in the database with the advertising content.

7. (Previously Presented) The system recited in claim 5, wherein a tag
associated with the scheduling data is stored with the advertising content.

8. (Previously Presented) The system recited in claim 1, wherein the
scheduling data is stored in a database separate from the database in which the
advertising content is stored.

9. (Previously Presented) The system recited in claim 2, and further
comprising a user interface coupled to the network for updating the scheduling data.

10. (Currently Amended) The system recited in claim 1, wherein advertising
content from a variety of channels is distributed simultaneously to various ones of
the output d̶i̶s̶p̶l̶a̶y̶s̶ <u>plurality of remote display devices</u>.

11. (Previously Presented) The system recited in claim 1, wherein the database can receive and store and can be queried for information associated with at least one of the group consisting of billing, statistical analysis, merchandise, and performance monitoring.

12. (Previously Presented) The system recited in claim 1, and further comprising a gaming device coupled to the server, the gaming device being capable of communicating advertising content associated with gaming.